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EMPOWERMENT



W

elcome

to the first issue of
EMPOWERMENT, the
Partners in Sustainable
Development International
(PSDI) newsletter.

OUR NAME AND OUR LOGO ARE NEW BUT THE ONGOING POVERTY IN RURAL BANGLADESH CONTINUES, AND WHILE THE ECONOMY HAS HURT ALL OF US, IT HAS SIGNIFICANTLY IMPAIRED OUR OUTREACH TO THE VERY POOREST. WE ARE GRATEFUL FOR THE GIFTS OF SILVER FOX PRODUCTIONS AND VALIN CORPORATION IN UNDERWRITING OUR NEW LOOK AND WEBSITE AND HOPE THAT THESE WONDERFUL TOOLS WE WILL HELP US TO REACH MORE PEOPLE WITH THE REAL LIFE STORIES OF THE RURAL POOR, HIGHLIGHTING THE MANY PATHWAYS FROM DESTITUTION TO INDEPENDENCE THAT ARE MADE POSSIBLE BY YOU.

Formerly IIRDnorthamerica, our new name reflects our intention to slowly add support and visibility to additional non profit organizations that are applying the PSDI model to their work with the poor in developing countries around the world. Our commitment to IIRD remains the same. As Partners in Sustainable Development International our support of the rural poor will grow to include those organizations who are already implementing the model fully or in part. As an umbrella organization, PSDI will allow Fr. Bill's vision for, and work with, the poor to spread quickly to other countries. As a consultant, Fr. Bill will help to expand their programs, increase their measurability through standardized reporting, help train staffs in proven policies and programs, provide the ability to share best practices, offer increased visibility through our website and take donations online. Your past interest and support of IIRDnorthamerica indicates your concern and support for this mission.

In addition to our new name we are also proud to introduce our new website www.psdintl.org. Turn the page for a tour of our new website.

Visit us today and learn more about the many ways that your financial support changes the lives of the rural poor. 🙏

For more information:

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please help!

This has been a difficult year for most of us. Concerns about change have been a daily occurrence for many as our economy fluctuates and we wonder "what's next". This uncertainty we are experiencing is a normal part of daily life in rural Bangladesh. Worrying about jobs critical to a family's daily meal, fear of sickness or injury that won't be treated and will cause a loss of work, weather that can take away not only the family home but also its livelihood, cause the same unrelenting anxiety. These are very real fears for the ultra poor. They do not have a cushion or anywhere to turn. Those in the IIRD program are acquiring the skills and assets to be able to overcome these setbacks when they come. They count on IIRD and its outreach to help them help themselves to financial stability. We have had to cut-back our staff and some programs at a time when suffering is the greatest. Your donation this year will make a crucial difference in many lives! 🙏

If we who have so much are suffering can you imagine the desperation in the developing world? IIRD delivers the help and hope that you so generously provide. We are committed to the rural poor and to you, our generous donors, to be responsible stewards of your gifts. Please remember PSDI/IIRD in your year end giving... lives depend on it.

Empowering
the rural poor
to end their
own poverty.

Winter 2009

Introducing psdintl.org Partners in Sustainable Development's new website.

We hope that you will enjoy exploring the site and learning more about PSDI and the way the model works as IIRD in Bangladesh.

Our new **logo** represents our focus on the family and its permanent uplift out of poverty. The image features the mother as the center of the family and emerging as a partner through the development of her skills.

To the right the banner menu gives you seven options to reach various parts of the site. **About Us** gives a brief overview of the reasons behind the name change, the goals for expansion, the model's attention to accountability and measurability in the field, and the international recognition it has received.

The **Model** highlights Fr. Bill's very successful and measurable model that enables hundreds of thousands of desperately poor rural Bangladeshi to earn their financial independence.

Under **Programs** is a sub menu listing ten programs. A second click takes you to a more in-depth description of the programs and how they work. Each of these programs takes into consideration the partner family's ability to be successful and includes the training necessary to bolster that success.

Projects lists larger economic endeavors that are community projects affecting many families. In the months ahead the three listed projects will be more developed, showing budgets, ways in which you can participate in the completion of the project, track its progress and the funding that makes it possible.

News in the Field shows five rural entrepreneurs working their way out of poverty, and their success stories.

Contact Us lists the ways in which we can be reached to answer your questions.

Donate Now! Is an attempt to make your support easy and immediate. It will list the ways that you can contribute in honor of a special occasion or to memorialize a friend or family member.

We hope that you enjoy exploring the many ways in which IIRD and the PSDI model are making a huge difference in the lives of so many, and that you too will be inspired to invest in their future. Please use the comments section on the contact page to give us your feedback, comments and suggestions.